

NRPA Connects with America's Health Agenda

NRPA is “in-step” with the beliefs of most Americans as evidenced by information secured in a recent phone survey conducted for the American Public Health Association. The survey, conducted by Widmeyer Polling and Research found that 75% of Adults believe that parks and recreation must play an important role in addressing the growing obesity trend in America.

The growing national concerns about health and the public’s preference for parks and recreation to address this concern is a perfect match for NRPA and public sector park and recreation agencies. Health is a core value and benefit of parks and recreation and the NRPA has a dedicated focus to provide information resources, public visibility, policy/research and programmatic resources to assist local agencies focus strategically on this important public interest.

Take advantage of national initiatives targeted for public sector park and recreation agencies.

Information You Need

Reach pre-teens with a new web-based resource that can add value to your local Web site. Kidnetic.com is an energetic Web site for pre-teens and their parents to learn about physical activity and nutrition in a non-commercial environment. NRPA is a strategic partner in the development and promotion of this site and it is a great tool for your community center programming or as a community resource link from your site.

Monitor State and Federal Legislation Related to Physical Activity

NRPA is a lead member organization of the National Coalition for Promoting Physical Activity. The NCPPA is focused on advancing public policy around physical activity issues and provides a twice-monthly e-newsletter that monitors state and federal legislation across physical activity issues. To subscribe, please visit www.ncppa.org.

NRPA is one of eight grantees to receive a Centers for Disease Control grant for a project to improve the levels of physical activity among pre-teens through mobile outreach programs in parks and recreation. Fifteen communities are currently participating in the research initiative and a replication report will be issued this Fall. To be placed on a list to receive the report, please email NRPA at programs@nrpa.org.

NRPA is also a recipient of a sub-contract on a grant from the National Cancer Institute for a Skin Cancer Prevention Program Pool Cool. Working with the University of Hawaii, over 400 public pools have been selected and coordinators trained to implement this three year diffusion study. Materials to promote sun safety will be available through NRPA this Fall.

Robert Wood Johnson Foundation has selected parks and recreation as the initial focus for training a team of researchers to develop initiatives that address community design and environmental access with a goal to engage the public in more physically active lifestyles. NRPA has been a key consultant on this major initiative and will participate in the initial training session in August.

Positioning Strategies

- *Healthy Lifestyles and Livable Communities: It Starts in Parks!* NRPA has forged a strategic alliance with Sports Illustrated that will include the placement of 18 full-page advertisements promoting the benefits of parks and recreation during 2003/2004. This strategic positioning effort will focus on healthy lifestyles and livable communities through the tagline (It Starts in Parks!) and will extend throughout NRPA activities for the next twelve months. Agencies interested in joining the NRPA Sports and Health initiative should email NRPA at programs@nrpa.org.
- *July is Recreation and Parks Month and the 2003 and 2004 theme is Community Sports and Health.* Visit www.nrpa.org to download proclamations, order posters, and access key programmatic ideas.
- *Come Out and Play* is a health promotion initiative implemented in partnership with Leisure Lifestyle Consulting. Focused on the power of play, this public visibility resource is available through NRPA for a nominal licensing fee. Contact NRPA at programs@nrpa.org.

Resources to Assist You

Did you know that during the past year NRPA has distributed more than \$750,000 in cash grants, equipment resources, and training stipends to local park and recreation agencies and professionals to improve the quality of sports and health efforts! These resources have been made available through the generous contributions and collaborations of the NRPA national partner organizations.

The National Recreation and Park Association and the National Heart, Lung, and Blood Institute have received recognition for developing a successful framework to mobilize communities around heart healthy goals through the Hearts 'N Parks initiative. Over 1,500 hundred communities have received the resource planning kit and fifty communities in eleven states have been designated as magnet centers to document and demonstrate the effectiveness of the initiative. The first year of the three year agreement between the national organizations and local communities recently concluded and the results of outcome measures indicate this grassroots approach to health promotion to be a viable one. Download the resource manual at www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/index.htm and contact NRPA at programs@nrpa.org to be placed on our sports and health network list.

Active Options is a national resource for promoting healthy lifestyles among older adults. Based upon a research initiative funded through the National Recreation Foundation, NRPA studied the impact of a community-based approach to improving the access, opportunity, and involvement in physical activity among older adults in Foothills, Colorado. The results of the study and planning manual are available for purchase in the NRPA online store (intershop.active.com). Members rate is \$21 and non-member rate is \$30

NRPA is collaborating with the Centers for Disease Control to engage more pre-teens (9-13 years) in a more physically active lifestyle. The VERB public visibility campaign has attracted significant attention and CDC is eager to extend the PR to programmatic opportunities. The first

opportunity is through the Longest Day of Play program that focuses on June 21st as a great day to get out and play. What a great way to start your summer season with a community based celebration of play! Visit www.cdc.gov for more information.

Don't forget to celebrate July is Recreation and Parks Month with a core focus on promoting healthy lifestyles and livable communities through parks and recreation. Visit www.nrpa.org for more ideas on celebrating this annual tradition.

Visit www.nrpa.org to join the sports and health network and stay connected to the latest information and strategic opportunities to position parks and recreation as a key asset for quality sports and health.

Join the conversation - contact NRPA at programs@nrpa.org.

NRPA your best resource for community sports and health because
.... It Starts in Parks!